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Hoffman Seed News

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MAY 1 1934

Issued by A. H. Hoffman, Inc.

Landisville, Lancaster County, Pa.

April 3, 1934

Seed Oats Demand Heaviest in Years

"Shadeland Victory" leading by wide margin in number of bushels being bought

It is very evident that Hoffman customers appreciate the extra quality seed oats offered them this year. . . . The famous Shadeland varieties and the old reliable stand-by "Swedish Select."

Sales are very heavy . . . supplies will not likely last through the season . . . hence this urge that orders be mailed in quickly. "Shadeland Victory" is leading in sales. No wonder . . . beautiful white grains—heavy and sound. And an oats that will make pleasing crops for its users. "Swedish Select" is another reliable oats that has been making profitable crops to hosts of eastern farmers for years.

Please remember that the Hoffman Co-operative buying plan saves you money—on seed oats as well as any other kind of seed. . . . Order together—with your friends and neighbors—and save more money! Because each time you increase your year's total (see last page) a higher rate of saving applies to the whole business.

Sales of Ceresan (the new treatment for Oats and Barley) are heavier than ever. . . . See catalog for details.

EXTRA HARDY ALFALFA SEED PRODUCED IN MONTANA-UTAH-IDAHO

For the past sixteen years or more, many leading alfalfa growers of the East have been demanding hardy



strains of alfalfa seed. And as is always the case—a good article always has imitators. Hoffman's Northwest brand of alfalfa seed has made wonderful records. . . . This year many kinds of alfalfa seed are offered for sale as Northwest seed by certain firms, and .

Every good thing seems to have its imitators. About sixteen years ago, Hoffman began selling Northwest brand Alfalfa seed. Today you can buy so-called Northwest seed

most anywhere. But if you knew all the facts! Then could you more easily understand some things perhaps not clear to you right now. The matter of alfalfa seed prices especially.

Today you buy from Hoffman the very choicest quality—in fact, the very cream of the crop—Montana—Utah—Idaho seed . . . seed verified by the Government as to its source . . . seed that you can be sure of . . . the truly hardiest alfalfa seed to be had. And when you figure your per cent of saving under the Hoffman co-operative buying plan, it has really cost you but little if any more than what ordinary alfalfa seed would cost you. . . . Buy Hoffman's Seed and be sure you have started right for successful stands of alfalfa.

Saved \$26.84

That's what one man in lower New York State saved on his spring seed order mailed here the other day. . . . Isn't that worth while?

LATE SPRING PRESENTS UNUSUAL SEED SITUATION

Supplies of seed are not large . . . most all kinds of clovers, alfalfa, timothy and grasses are less than normal supply. If spring had set in early, you would most likely have had to pay considerably more money for many of these seeds because early rush demands for seed bring higher markets. You have been fortunate in this matter, as things went. Today you will pay no more from Hoffman than in January . . . and you get the very choicest quality seed. . . . Order it today.

Rarest Quality Red Clover Seed

I wish each reader could be here to actually see, feel and examine the Red Clover seed here right now. . . . A few more carloads have just arrived that are truly the most splendid, prettiest seed we've seen in a long while. You would at once be impressed with the large-berry seed . . . how plump and uniform in size it is . . . the beautiful bright healthy color. Yes, it too is Government-verified seed. You don't get southern-grown clover seed from Hoffman—nothing but northern seed from the country's choicest producing sections. And you can always be sure that your Hoffman clover seed is free from dangerous weed seeds . . . because it is! Again, you get only new-crop seed here—tested seed, that shows sound growth.

Considering the extra quality of Hoffman Seed, it actually figures out to a lower-cost-per-acre, than what just ordinary seed of doubtful source would stand you. . . . And, of course, you save a percentage on the Hoffman prices, too—and it counts pretty fast on clover seed.

Soy Beans Again Selling Fast

This is not an idle statement . . . it is a fact. . . . Hoffman sales of Soy Beans are way ahead of what they were last year, and it was a good year to sell Soy Bean seed.

The Soy Beans crop does fill a mighty good place on many an eastern farm. . . . Sown in the summer, they provide an abundance of emergency hay . . . are excellent soil improvers when plowed down . . . and today will be found in many a silo, providing certain elements that furnish improved milk production.

Soy Beans are a sure crop—not expensive—and our readers are urged to buy their Hoffman Soy Bean seed

now. . . . It is not hard to think that prices could easily be quite a bit higher this summer than they are today. . . . Wilson Black variety is strongly recommended.

Alsike and Timothy a Popular Seeding

These two grasses seem to like to grow together. . . . Anyway they do thrive well sown along with each other. . . . The alsike being a legume, is a good soil improver, that supplies a good top growth, too, along with the timothy. The combination is very popular in many sections. Alsike is just about the hardiest of all the clovers. Both these grasses thrive well in moist soils, where so many other grasses, especially clovers, won't. Perhaps this fact helps make this mixture so many friends. . . . The seed here offered to you contains 20 per cent or more of Alsike seed . . . it is free from foul weeds . . . sound in growth . . . really offered at a saving. . . . And Hoffman Money-Saving Plan applies, too. . . . See Price List.

Seed Market Summary

| | |
|------------------------|------------------|
| Timothy | Firm |
| Alsike | Strong |
| Sweet Clover | Steady |
| Red Clover | Unsettled |
| Soy Beans | Higher |
| Corn | In Strong Demand |
| Oats | Demand Heavy |
| Potatoes | Steady |
| Sudan | Firm |
| Grasses | Steady to Higher |
| Alfalfa | Higher |

INOCULATION OF SEED PROVES PROFITABLE

There remains no doubt about the value of seed inoculation. Authorities everywhere recommend it strongly.

And Hoffman's specially-prepared inoculation is today thoroughly dependable. Costs less than ever before! 1-bushel size for Clover or Alfalfa seed costs only 65 cents. . . . 2½-bushel size, \$1.40. . . . And for Soy Beans it costs only 35 cents per bushel . . . \$1.40 for 5-bushel size.

SUPERFINE QUALITY GRIMM ALFALFA GROWN IN MICHIGAN

Just received a shipment of U. S. Government Verified Origin Grimm Alfalfa seed from Michigan. Thought our readers ought to know about this. For it is a splendid quality seed. And Michigan seed is preferred by many folks to that from any other section. You will see it quoted on Price List as Genuine Grimm Seed.

**Remember—
YOU SAVE MORE
MONEY EACH TIME THAT
YOU INCREASE YOUR YEAR'S
BUSINESS WITH HOFFMAN**

Canada Peas With Oats Make Good Early Green Feed

This crop is again popular this season. Large dairymen depend on it each year. They can put it into the ground quite early—just as early as they can prepare it—and before long they are supplied with the best kind of green feed—and a good quantity of it, too. Doesn't cost a lot to sow it either . . . about a bushel and a quarter of peas with about the same quantity of oats sows an acre.

COSTS PENNIES

THIS LITTLE BOOKLET requires only 4 minutes to read. Its pages describe an easy and inexpensive way to coax more dollars from your corn crop.

Treating seed corn is an easy job. Half an hour's work treats the seed for 80 acres. It's easy on the pocketbook, too, costing only about $2\frac{1}{2}$ cents per acre.

The most important thing, however, is that it pays to treat seed corn with *New Improved Semesan Jr.* There's no doubt about that. Farm tests, scattered all over the Corn Belt, have been proving it for the past three years. And, now, this *entirely new* seed corn disinfectant is ready to go to work on your farm, too.

There is nothing mysterious about the way *New Improved Semesan Jr.* increases corn incomes. It's as simple as A-B-C. This modern seed corn dust usually produces a better stand of healthier plants. That's all there is to it. Why wouldn't that increase the yield? It's just exactly what you would expect.

For example, in 1932, tests were run on 17 farms. *New Improved Semesan Jr.* increased the yield on 15 of them. Seven of these increases in yields ran between 2 and 5 bushels per acre, and on 6 farms the increase ranged from 5 to 8 bushels per acre.

Again, in 1933, we tested it on a total of 28 farms in 20 counties scattered over 4 of the largest corn-growing states. On 26 of these farms, *New Improved Semesan Jr.* increased the yield $1\frac{1}{4}$ to $6\frac{1}{4}$ bushels per acre.

In 1931, six tests all showed large increases in yield. But, counting only the last two years, when a large number of farm tests were conducted, *New Improved Semesan Jr.* increased the yield on 91% of the farms.

On the average good Corn Belt farm, treating seed corn usually increases the yield about 10%. If your seed, soil, and weather are good enough to make a crop of 50 bushels per acre, *New Improved Semesan Jr.*, under average conditions, will add usually about 5 extra bushels to each acre. That's why we say, "It pays to treat seed corn with *New Improved Semesan Jr.*"

New Improved SEMESAN JR.

To make sure *New Improved* Semesan Jr. is adapted to your needs, we have tested it for three years under all sorts of conditions. Fifty-one farm tests in 20 Corn Belt counties have been conducted on fertile soils and poor soils; on heavy soils and light, sandy soils; with tested seed and non-tested seed; in good seed beds and poorly prepared, cloddy seed beds.

One to Six Extra Bushels per Acre

We can't begin to give you in this booklet the results of all these tests, but the table below contains a fair sample. These are the figures for all tests completed on 14 Iowa and Illinois farms in 1933. The yields from seed treated with *New Improved* Semesan Jr. are compared with the yields from the same seed untreated and planted under identical, actual farm conditions. The treated seed out-yielded the untreated seed in every case by $1\frac{1}{4}$ to $6\frac{1}{4}$ bushels per acre. The average increase in yield was over $3\frac{1}{2}$ bushels per acre or about 8%.

Results of Seed Corn Treatment Tests in Iowa and Illinois . . . 1933

| Initials of Grower | Location of Tests | Bu. per A. Treated | Bu. per A. Untreated | Bu. per A. Increase |
|--------------------------------|-----------------------------|-----------------------|-------------------------|------------------------|
| H. H. | Carroll Co., Iowa | 67.07 | 65.46 | 1.61 |
| C. Z. | Boone Co., Iowa | 49.80 | 43.44 | 6.36 |
| A. E. | Boone Co., Iowa | 50.57 | 47.00 | 3.57 |
| C. B. | Scott Co., Iowa | 50.05 | 48.82 | 1.23 |
| M. L. | Louisa Co., Iowa | 33.20 | 30.63 | 2.57 |
| A. Z. | Henry Co., Iowa | 71.89 | 66.29 | 5.60 |
| G. A. | Henry Co., Iowa | 63.39 | 60.41 | 2.98 |
| J. F. | McLean Co., Ill. | 43.77 | 37.88 | 5.89 |
| E. R. | McLean Co., Ill. | 48.04 | 46.24 | 1.80 |
| F. L. | McLean Co., Ill. | 31.04 | 29.80 | 1.24 |
| J. R. | McLean Co., Ill. | 48.02 | 42.82 | 5.20 |
| B. K. | McLean Co., Ill. | 26.13 | 21.36 | 4.77 |
| A. S. | McLean Co., Ill. | 40.91 | 35.12 | 5.79 |
| F. G. | De Witt Co., Ill. | 34.60 | 33.47 | 1.13 |
| Average for 14 Farms | | | | 3.55 |

EARNS DOLLARS

A Good Stand Is Half the Battle

Every corn grower knows the importance of securing a good stand. But good stands, especially for early plantings or when the soil is cold and wet, are hard to get. Too many missing hills and too many hills with only one stalk usually leave a stand that is only fair. That's what cuts into your corn income year after year.

New Improved Semesan Jr. should help to give you better stands. It generally protects the seed from decaying, and the seedlings from blights and root rots caused by such fungi as *Diplodia* and *Gibberella*. In most of the Iowa and Illinois tests reported on the previous page, treatment of the seed increased the stand over untreated seed by 5 to 15%.

In many sections last year was a poor seed corn year. Your seed may not be up to its usual quality. Don't take chances with it. A little time spent in testing it for germination and a small investment in *New Improved* Semesan Jr. will usually pay big returns at harvest.

Knee High by the Fourth of July

An old maxim among corn growers is that, "Corn should be knee high by the Fourth of July." That's just another way of saying the young corn plant should get a good, early start if it is to make a good yield.

While riding the cultivator, have you ever noticed how many plants were only a foot high when the others were twice as tall? There's a reason for those small plants. Most of them have been stunted during the seedling stage by the attacks of certain fungi (molds) carried on the seed and in the soil. At harvest time most of those stunted plants will be barren or will produce only nubbins.

No seed treatment can grow a big ear on every stalk, but *New Improved* Semesan Jr. can reduce the number of weak, stunted plants. A good stand of plants, "knee high by July 4th," usually means a good crop of corn. That's why *New Improved* Semesan Jr. adds 1 to 6 extra bushels per acre to your corn crop.

SEED CORN TREATMENT FACTS

FOR MANY YEARS, farmers have treated wheat and other grain seeds to control smut. The treatment of seed corn, however, is a comparatively new farm practise; and many corn growers are not yet entirely familiar with its purpose.

What You May Expect

New Improved Semesan Jr. usually will improve the stand and increase the yield of field and sweet corn. The average increase in yield in a large number of tests has been about 10%. Whether your increase will be 5 or 25% depends upon many factors, such as the quality of your seed, its freedom from disease, and the soil conditions at planting time.

What You Should Not Expect

New Improved Semesan Jr. will not control corn smut, wire worms, and grubs. Neither will it prevent damage by gophers, ground squirrels, moles, crows, or similar pests. It is not designed for those purposes.

Practically Friction-less

Rub a pinch of *New Improved* Semesan Jr. between your thumb and finger, and note how smooth it is—practically friction-less, smooth as silk. Treated seed is dropped by the planter just as uniformly and accurately as untreated seed. And, of course, it can't cause any planter trouble.

A Tiny Cloud of Gas

As soon as the seed is planted, *New Improved* Semesan Jr. jumps to its task, throwing around the seed a tiny, protecting cloud of gas or vapor. This vapor is harmless to the seed and seedling, but it helps to prevent the disease germs (spores) on the seed and in the soil from attacking the germinating seed and seedling. It maintains this protecting cloud of vapor until the young plant is well started. No wonder it often increases stands and yields!

Corn Is King!

CORN IS KING! Even if his crown is a little battered and his robes a little shabby from low prices, Corn is still King! Don't forget that.

As a corn grower, your prosperity depends largely upon corn. Be loyal to your corn crop. Don't neglect it because prices are not as high as they should be. Prices will be higher. We all know that.

In the meantime, you can give yourself a boost by making your next crop of corn the best you've ever grown. We don't mean more acres; maybe it will be fewer, but better acres. Good seed, a good seed bed, and good cultivation will make them more profitable acres.

PRICES

New Improved SEMESAN JR. for FIELD and SWEET CORN



| | | | |
|-------------|--------|------------|----------|
| 4 oz..... | \$.50 | 5 lb..... | \$ 7.00 |
| 1 lb..... | 1.50 | 25 lb..... | 28.75 |
| 100 lb..... | | | \$110.00 |

2 ounces treat one bushel of seed

Other Du Bay Seed Disinfectants

New Improved Semesan Bel for White and Sweet Potatoes

New Improved Ceresan for Wheat, Oats, and Barley

Semesan for Vegetable and Flower Seeds, and Bulbs

2% Ceresan for Cotton, Flax, Peas, Sorghums, Narcissus

Du Bay Seed Disinfectants are poisonous, and, owing to present Postal Regulations, cannot be mailed but must be sent by express or freight.

BAYER-SEMESAN COMPANY, INC.

Du Pont Building

Wilmington, Delaware

for Sale by

A. H. HOFFMAN, INC.

LANDISVILLE, PA.

Lancaster County

Not the Price Per Bushel ... But RESULTS —That Count!

The cost of seed is but a very small fraction of the cost of most any farm crop. . . . Therefore, sow the very best seed your money can buy. . . . Of course, everybody says he sells the best . . . and every buyer says he wants the best. . . . But what a difference in seed!

And price-per-bushel is not the thing to go by. . . . This is what counts—an extra ton or two of hay from each acre. An extra 10 bushels oats per acre—or 15 bushels more corn per acre. That's where good seed tells! Depend on Hoffman's, and you will be sowing truly good seed—that will in the end make money for you.

SWEET CLOVER SEED

99.90% Pure by Test

One car of White Sweet Clover actually shows that extremely high test . . . almost perfect. And fine, plump, bright seed it is. New crop, of course. May we fill your order?

GOOD SEED VALUE

½ Red Clover

¼ Alsike

¼ Timothy

"ECONOMICAL MIXTURE"

This offering gives you a chance to save some money. And safely save money. For there is nothing wrong with this seed—it is good, clean, sound seed. Can be bought to sell at a lower figure, because some of these seeds are often grown in this mixed condition and cannot be easily separated by cleaning. Today's sales of Economical Mixture are heavy.

SUDAN GRASS FOR SUMMER PASTURE

Ask many a farmer what he can depend on for a summer pasture, year after year, and he'll answer "Sudan Grass." And when there is a lot of hay needed in a pinch and in a hurry, Sudan will supply it. Don't cost much money to sow it, either . . . 25 to 30 pounds of seed can reach for an acre . . . sometimes less, sometimes a lot more. Sow Hoffman's Sudan seed for good, even, sure stands.

**WHEN YOU AND YOUR
Neighbors ORDER HOFFMAN'S
SEEDS TOGETHER, each of you
will save more money
See Saving-Table next page**

"Extra" RED CLOVER "Northwest" ALFALFA

Every buyer of \$10 worth or more of Hoffman's "Extra" RED CLOVER "Northwest" ALFALFA actually pays a LOWER PRICE per bushel for them than the Price List quotes . . . because:

A \$30 order means that you get your seed at \$11.04 per bushel.

A \$120 order means that you only pay \$10.81 per bushel.

If the orders you send us during this year (seeds for yourself plus the seeds you would order for your neighbors) would add up to \$420 . . . your Clover Seed will cost you only \$10.58 per bushel.

Because, in the above cases, you would take off and SAVE 4%, 6% or 8% in accordance with the terms of the Hoffman Co-operative Money-Saving Plan.

If you buy only the following (and nothing else all year) your actual net cost would figure out to:

| | |
|------------------------------|---------------|
| 1 bu. Red Clover or Alfalfa | @ \$11.27 bu. |
| 1½ bu. Red Clover or Alfalfa | @ 11.15 bu. |
| 2¾ bu. Red Clover or Alfalfa | @ 11.04 bu. |
| 5¼ bu. Red Clover or Alfalfa | @ 10.92 bu. |

Make your own prices. . . . The more business you send Hoffman this year the lower your seed costs per bushel.

Hoffman Co-operative Money-Saving Plan really does save you money. Use it freely this year!



For a Good Heavy Corn Crop Plant Hoffman Seed Corn

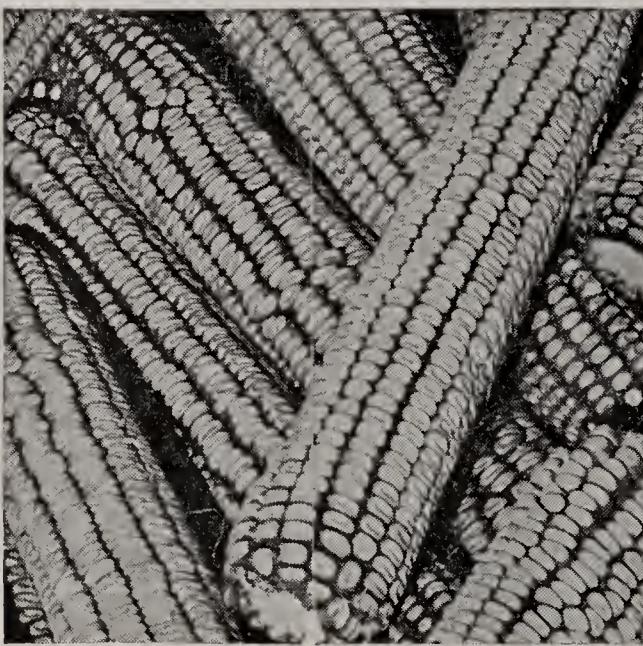
If there's a place where good seed will show itself plainly in the crop, it's in seed for the corn crop. . . . Hoffman's Seed Corn is from specially selected ears . . . taken care of in the right way . . . well graded . . . tested . . . sound in growth. Whether it's seed corn for your husking acreage, or for your silo, let it be Hoffman's this year. You will be pleased with results. Don't take a chance on untried seed—and be bothered with replanting later on. Start right. Sow Hoffman's Seed Corn!

Here's What You Save:

**(Regular Price List Quotations
Govern All These Savings)**

On Orders for

\$10.00 to \$14.99 you take off 2%
15.00 to 29.99 you take off 3%
30.00 to 59.99 you take off 4%
60.00 to 119.99 you take off 5%
120.00 to 239.99 you take off 6%
240.00 to 419.99 you take off 7%
420.00 to 649.99 you take off 8%
650.00 and over you take off 9%



HOFFMAN QUALITY SEED PRICES. APRIL 3, 1934

| CLOVER SEED | | Price Per Bu. | TIMOTHY SEED | | Price Per Bu. | SOY BEANS | | Price Per Bu. | SEED POTATOES | |
|---|---------|------------------|------------------------------|--------|------------------|-------------------------------|--------|------------------|---|--------|
| Economy Alsike Clover..... | \$11.50 | | Farmer's Choice Timothy..... | \$4.75 | | Wilson Black | \$2.25 | | Early Leaming | 2.40 |
| Extra Alsike Clover..... | 12.00 | | | | | Manchu | 2.35 | | Long's Champion Yellow..... | 2.50 |
| Economy Red Clover..... | 11.00 | | | | | Virginia | 2.25 | | Improved Leaming | 2.40 |
| Extra Red Clover (U. S. Verified)..... | 11.50 | | | | | Illini (Early) | 2.40 | | Yellow Flint | 2.40 |
| Extra Mammoth (U. S. Verified)..... | 11.75 | | | | | Mixed Soy Beans | 2.15 | | Eureka Ensilage | 2.50 |
| Sweet Clover (White)..... | 4.75 | | | | | | | | Johnson County White..... | 2.50 |
| Sweet Clover (Yellow)..... | 4.90 | | | | | | | | | |
| Sweet Clover (Grundy Co.).. | 5.00 | | | | | | | | | |
| Crimson Clover | 6.60 | | | | | | | | | |
| Japan Clover (25 lb. bu.)... | 2.70 | | | | | | | | | |
| Korean Lespedeza (25 lb. bu.) | 2.80 | | | | | | | | | |
| White Dutch Clover (per lb.) | .32 | | | | | | | | | |
| ALFALFA | | | SEED OATS | | | SUNDRY SEEDS | | | (New York State, 2-bu. sack) | |
| Kansas (U. S. Verified).... | \$10.25 | | Peerless | \$0.88 | | Spring Vetch (50 lb.)..... | \$3.75 | | Certified Irish Cobbler..... | \$4.95 |
| Northwest (U. S. Verified) .. | 11.50 | | Silver Mine | .92 | | Winter Vetch (60 lb.)..... | 6.75 | | Certified Green Mountain.... | 4.85 |
| Genuine Grimm (U. S. Verified) | 13.25 | | Swedish Select | .95 | | Amber Sorghum (50 lb.).... | 2.40 | | Certified Early Surprise.... | 4.95 |
| State Certified Grimm..... | 15.00 | | Shadeland Victory | 1.00 | | Sudan Grass (per lb.)..... | .08 | | Early Rose | 5.00 |
| CLOVER MIXTURES | | | Shadeland Climax | 1.15 | | Dwarf Essex Rape (per lb.).. | .08 | | Sir Walter Raleigh..... | 4.85 |
| Economical (56 lb. bu.).... | \$8.90 | | CANADA PEAS | | | Hog Pasture Mixture (per lb.) | .06 | | Carman No. 3..... | 4.85 |
| (About 1/2 Red Clover—1/4 Alsike— 1/4 Timothy) | | | Canada Field Peas | \$3.10 | | Cow Horn Turnip (per lb.).. | .40 | | | |
| BARLEY | | | SPRING GRAINS | | | SEED CORN | | | | |
| Wisconsin Pedigree—Bearded | \$1.55 | | Marquis Spring Wheat..... | \$2.05 | | Lancaster County Sure Crop | \$2.40 | | Certified Russets | \$4.65 |
| Velvet | 1.60 | | Speltz (40 lb.)..... | 1.40 | | White Cap Yellow Dent..... | 2.40 | | Certified White Rurals..... | 4.65 |
| Beardless | 1.70 | | Japanese Buckwheat | 1.40 | | Red Cob White Ensilage..... | 2.25 | | Certified Rural New Yorker. | 4.65 |
| Alsike & Timothy (45 lb. bu.) | 5.25 | | MILLETS | | | Golden Queen | 2.40 | | | |
| | | | | | | Hoffman Early 90-Day..... | 2.40 | | Golden Millet (48 lb.)..... | \$2.50 |
| | | | | | | | | | Hungarian Millet (48 lb.).... | 2.40 |
| | | | | | | | | | Japanese Millet (32 lb.).... | 1.75 |

FREIGHT PAID ON 100 LBS. OR OVER....BAGS FREE